

#BefriendingWeek

Creating Connections: Celebrating 10 Years
1-7 November, 2012 - 2022



Befriending
Networks

Befriending Week 2022

Resources Pack



Befriending
Networks

Welcome

#BefriendingWeek, 1-7 November, is the highlight of our year at Befriending Networks. 2022 is even more special as we celebrate 10 years of Befriending Week! It is a chance to celebrate and raise awareness about everything #BefriendingIs and we are delighted to have you join us!

Many befriending organisations continue to face challenges due to rising cost of living, changing rules and restrictions, and increasing demand and complexity for services. We invite you to take time to reflect on and share what has been achieved, let befriendees know how important they are, and thank befrienders and staff. It is also an opportunity to look forward to a better future and raise awareness about how befriending can help to create connections among communities, be that face-to-face or at a distance.

This Resource Pack provides tools, ideas, and inspiration to help your organisation get involved in Befriending Week. We look forward to seeing all the ways you and your organisation celebrate this year!



The Befriending Networks Team

Amplify Your Voice

Campaign week is the perfect time for organisations to raise their profile and share impact. We can do this by:



Writing to MPs and MSPs and tagging them in your social media posts



Getting in touch with the local press and radio with a good news story about how your organisation has been making a difference and is celebrating Befriending Week ([see Hints & Tips for Writing a Press Release](#))



Thanking local partners, be that other charities, voluntary organisations, funders, or businesses, for the ways they support your organisation



Sharing a story with Befriending Networks that we can feature on our website and social media during Befriending Week. This can be about the difference befriending has made to a befriender, the positive impact befriending has had on a befriender, the evolution of a befriending match or a special event you're holding for Befriending Week. As we are celebrating 10 years of Befriending Week, we also seek for any story with a hint of 10, be it a befriender with 10 years of befriending experience, a new service just completed its 10th match, or it is your befriending service's 10th year anniversary etc. ([see Sharing Befriending Case Studies Guide](#))

Please include a picture or video with your submission email to admin@befriending.co.uk by 1 October 2022, with consent from people involved so we can share their photos and names.

Share Your Message

While you have the attention of your local community, government, partners, and press, it is important to have a clear message about the ways people can support your organisation.

Top Tips:

- Identify a meaningful story to share ([see Sharing Befriending Case Studies Guide](#))
- Research local papers & radio stations to find out the type of content they produce & ensure your story is right for them ([see Hints & Tips for Writing a Press Release](#))
- Find out deadlines to print & air so you're prepared
- Keep it short and sweet: 1 page (2 pages max)
- Include a compelling photo to illustrate your story
- Proof-read your Article/Press Release

By participating and celebrating Befriending Week, some of the benefits could include:

- Recruiting Befrienders
- Gaining Greater Name Recognition
- Fundraising
- Attracting Service Users
- Campaigning about a Particular Issue

Spread the Word on Social Media

Social media enables you to share the celebration of Befriending Week and raise awareness about all the meaningful things #BefriendingIs with a worldwide audience, while also creating connections within your community.

Top Tips

- ✓ **Visuals are Key:** Use eye-catching graphics or videos to entice people to stop scrolling and read your content. Special Befriending Week graphics and videos are free to download so you can post, adapt and share them. ([Get graphics and videos](#))
- ✓ **Concise and Shareable:** Like an eye-catching graphic, your text needs to be clear and attention grabbing. It's also important to consider your audience and write something they would share.
- ✓ **#Hashtag:** Using **#BefriendingWeek** and **#BefriendingIs** in your posts allows other befriending organisations to more easily find, like and share your posts. It also creates a cohesive voice to raise awareness. In addition, you may choose to use other hashtags that your organisation or those you work with follow.
- ✓ **@Tag:** Tag us so we receive a notification about your post and can then like and share it. Tags are also a great way to highlight local partners or groups your organisation supports as well as get the attention of local press, MPs, MSPs, and funders with which you are affiliated.

 [@BefriendingNetworks](#)

 [@befriendingnet](#)

 [Befriending Networks](#)

Spread the Word on Social Media

- **#BefriendingWeek - Creating Connections: Celebrating 10 Years**
 - Graphic - [Rectangle](#) / [Square](#)
 - [Video](#)
 - [Email Footer](#)
- **#BefriendingIs Creating Connections**
 - Graphic - [Rectangle](#) / [Square](#)
- **#BefriendingIs Not Possible without Befrienders**
 - Graphic - [Rectangle](#) / [Square](#)
- **Create Your Customised Graphics**
 - #BefriendingWeek - [Rectangle](#) / [Square](#)
 - #BefriendingIs - [Rectangle](#) / [Square](#)
 - Banners - [Twitter](#) / [Facebook](#) / [LinkedIn](#)
 - Befriending Networks [Logo](#)
- **Davie Grey - a loneliness story**
 - Short Video on Loneliness - [Video](#)
 - Part 2 - Why not share the video with a comment letting us know how you can help Davie! Look out for the follow up to Davie's story launching during Befriending Week

Spread the Word on Social Media

- Countdown to Befriending Week

- 100 Days - [Rectangle](#) / [Square](#) / [Email Footer](#)
- 2 Months - [Rectangle](#) / [Square](#) / [Email Footer](#)
- 1 Month - [Rectangle](#) / [Square](#) / [Email Footer](#)
- 1 Week - [Rectangle](#) / [Square](#) / [Email Footer](#)
- 1 Day - [Rectangle](#) / [Square](#) / [Email Footer](#)

- Befriending Statistics

- All Members - [Rectangle](#) / [Square](#)
- Members in England - [Rectangle](#) / [Square](#)
- Members in Scotland - [Rectangle](#) / [Square](#)
- Members in Wales, Northern Ireland, Ireland, and Rest of World - [Rectangle](#) / [Square](#)
- Statistics [Video](#)
- Befriending Networks [Befriending Statistics Report 2022](#)

Plan Your Celebration

Befriending Week is the perfect occasion to host a special event for befriendees or to thank befrienders. It has been inspiring to see the creative ways of getting together whether it is face-to-face or digitally. Here are a few ideas for Befriending Week Celebrations...

- Ideas for Digital Celebrations

- Celebrate online by hosting a special event (Quiz Night, Crafternoon, Murder Mystery, Exercise Class, Baking Competition - the sky's the limit!)
- Post or deliver a care package to let befriendees and befrienders know that they are valued by your organisation
- Send a special newsletter to befriendees and befrienders
- Post (or email) certificates to befrienders ([Certificate](#))
- Share a special [Thank You Graphic](#) on Social Media.
- Post/email a recipe to befriendees/befrienders/staff. Go the extra step by encouraging them to enjoy a digital baking video call or bake at separate times and share photos of their bakes.
- Send befriendees/befrienders/staff a packet of seeds to grow something. Things like herbs can be grown on a window sill. Future follow up could be participants sharing a photo of their success (or failure!).

Plan Your Celebration

- Ideas for Digital Celebrations (cont'd)
 - Mix it up - get befrienders to send a card to a different befriender as a one off.
 - Send out the bunting template and ask them to write on it and share it with you or their befriender online.
- Tips for Face-to-Face Celebrations
 - Communicate what safety measures have been put in place so that invitees know what to expect, the idea is to be reassuring
 - Consider following up shortly before the event with those who RSVP'd so you can remind them of event details
 - Be prepared for last minute postponements, amendments or cancellations and have a method of communication in place so that invitees may be notified of any changes.
 - Bunting! [\(Bunting\)](#) - Invite befrienders, befrienderes, and staff share what they think #BefriendingIs and write on the bunting to make a great celebration decoration!
 - Present Certificates [\(Certificate\)](#) to recognise befriender's effort and contribution!

Plan Your Celebration

- Tips for Face-to-Face Celebrations (cont'd)
 - Afternoon Tea - always popular with all ages
 - 'Befriendings Got Talent' - there are usually people happy to share their skills to the group
 - Fireworks Event - It's the right time of year!
 - Want more?

Why not get more ideas to celebrate by asking befriendees or befrienders what they would enjoy during Befriending Week? Join our Networking Q&A to see how others are planning to celebrate Befriending Week!

Networking Q&A Sessions

Supporting Events & Activities during Befriending Week 2022

Wednesday 10 August 2022, 12:30PM -13:30PM

Raise your profile during Befriending Week 2022

Wednesday 05 October 2022, 12:30PM -13:30PM

Any Other Questions?

- Email : admin@befriending.co.uk

Befriending Networks is here to support our membership and be a voice of befriending at a national level.

Thank you for taking part in Befriending Week and please remember to let us know about all the great things you have planned. We love to hear and see images from members, befrienders and befriendees and we love to share your successes and impact.

We look forward to counting down to **Befriending Week 2022** and **Celebrating 10 Years of Creating Connections!**

